

**MANSFIELD DOWNTOWN PARTNERSHIP
ADVERTISING AND PROMOTION COMMITTEE**

Meeting

Celebrate Mansfield Festival Subcommittee

Monday, August 4, 2014

5:00 pm

Minutes

Present: Betsy Paterson, Millie Brosseau, Rick Brosseau

Staff: Kathleen Paterson, Sarah Delia, Cynthia van Zelm

1. Call to order

Chair Betsy Paterson called the meeting to order at 4:52 pm.

2. Public comment

There was no public comment.

3. Approve Minutes from June 2, 2014 and July 21, 2014

The Minutes from June 2 and July 21 were approved.

4. Review Master Events List

Kathleen Paterson reviewed the Master Events List.

5. Review Task List

Activities: The committee decided by consensus to hold the sidewalk chalk in reserve in case it was needed, but not to save a place for it at this time. The deadline for Activity Booths is August 8.

The committee discussed whether to include the grandstand, tent, sound system and microphone for the parade. The committee decided by consensus not to include this set up this year because of space and inability to hear the announcements.

The Partnership's "headquarters" table will be placed on the north side of Royce Circle near the entrance of the UConn Health Center.

The petting zoo will be placed across Storrs Road at the corner of Bolton Road on the E. O. Smith High School lawn.

The Flower Pot will help arrange the stage decorations. **Cynthia van Zelm will contact Price Chopper for the donations of mums and pumpkins.**

The committee will not do checkers this year as it was deemed unnecessary because of so many other Children's activities.

Advertising: The ad has appeared in the Parks and Rec brochure. New streetscape banners will be ordered as the older ones have *Festival on the Green* text. Ms. K. Paterson is working on the design of

the t-shirts and will order them soon. Flyers and poster for the Festival will be ordered soon as well. Ms. Paterson and Ms. van Zelm will record a radio show for Bruce John on August 5 for Channel 13. Ms. Paterson, Ms. K. Paterson and Ms. van Zelm will appear on the Wayne Norman show on September 17. Ms. K. Paterson has distributed the Humming House CD to several radio stations for promotion purposes.

Food: Ms. K. Paterson reviewed the businesses participating as food vendors which include those who have submitted their paperwork or made a verbal commitment are Domino's, Dog Lane Café, Maharaja Indian Restaurant, and the UConn Dairy Bar.

Sarah Delia will call a few more of the restaurants we are asking to participate.

Parade: Millie Brosseau noted that she has fifteen commitments for the parade. Ms. K Paterson sent out a reminder for the parade and a few more organizations signed up. The committee decided that a deadline for signing up for the parade should be set a few days before the *Festival*. Rick Brosseau asked about a group of people who would ride Harley Davidson motorcycles in the parade. Ms. K. Paterson reviewed the guidelines that the group should live or work in Mansfield or somehow be connected to Mansfield to participate in the parade. **Ms. Paterson will make calls to politicians to follow up on their attendance at the parade.** She also noted that George Thompson will drive the fire truck in the parade.

Set-up: Ms. K. Paterson distributed photos of a possible roof for the stage. There was some discussion of the cost. There are some funds left from the musician fees and the roof structure will come out of that line of funding. **Mr. Brosseau will do some additional research into possible roof structures for the stage and stage extensions and will contact Ms. K. Paterson with this information later this week [Done].**

Ms. K. Paterson spoke with Sgt. Cournoyer about suggestions to arrange the traffic flow for vendor load-in and load-out. He concurred with some protocols the committee had discussed, such as assigning specific times to vendors with a vehicle pass, setting up each area in sequence and restricting the number of vehicles. The committee tabled discussion of load-out procedures and clean-up for a future meeting.

The committee discussed the possibility of having long tables to accommodate larger groups wishing to eat together instead of small square tables used in previous years. **Ms. K. Paterson will contact UConn Dining Services about this option as part of their in-kind donation.**

Sponsors: Ms. van Zelm reported that the current revenue from sponsorships is \$12,300; the budget is \$15,000. Ms. K. Paterson noted that the amount collected for Activity booths has gone up as the fee for a booth is now \$25.

Volunteers: Ms. B. Paterson made some calls soliciting volunteers for the Area Captain positions; she will contact a few more people. Six area captains will be needed in all, two have been chosen so far. Volunteer outreach will intensify as the date of the event approaches.

6. Celebrate Mansfield Weekend

The committee discussed the Celebrate Mansfield Weekend flyer. Ms. van Zelm was concerned about the timing and distribution of the flyer. She would like the Celebrate Mansfield flyer to be distributed at the same time as the Festival flyers and posters as the committee has fewer members to do these tasks. There was concern about summer workload and getting information in time to design and distribute the Celebrate Mansfield flyer. Distribution of the Celebrate Mansfield Weekend flyer will be re-evaluated.

7. Open discussion

There was no open discussion.

8. Adjourn

The meeting adjourned at 6:53 pm.

Minutes by Sarah Delia.